

**Amendments to the Claims:**

The listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

Claims 1-6 (Canceled)

7. (Currently Amended) An on-board advertising system ~~as claimed in claim 5,~~  
~~in which advertising data are received through communication, and advertising~~  
~~is displayed in a public transportation vehicle on a basis of the received~~  
~~advertising information, said on-board advertising system comprising:~~

an advertising display unit that displays at least one piece of  
advertising;

an exit notifying button, provided in said vehicle, operable by a  
passenger;

a storage that stores the advertising data received from an  
advertiser;

recording media on which in-vehicle announcements are recorded;

an input button, provided in said vehicle, that initiates an in-vehicle  
announcement;

wherein said advertising display unit displays general contents in  
advance of reproduction of one of the in-vehicle announcements, and when said

input button is depressed reproduction of one of the in-vehicle announcements from said recording media is initiated.

wherein, when ~~said an~~ exit notifying button ~~to be operated by a~~ passenger is depressed, said advertising display unit changes its display from said general contents to retrieved data corresponding to a next stop, which is retrieved from among said advertising data stored in said storage based on a number of depressions of said input button ~~said on-board advertising system receives information on a passenger's wish to exit a bus to thereby initiate the display of said advertising information to be distributed to the vehicle.~~

Claims 8-10 (Canceled)

11. (Currently Amended) [[An]] The on-board advertising system as claimed in claim 1 [[5]], wherein information about at least one of arrival time of the host vehicle as a public transportation facility, transfer information, music data, video image data, and picture data is displayed on said advertising display unit if no advertising information from said advertiser is displayed.

12. (Currently Amended) [[An]] The on-board advertising system as claimed in claim 1 [[5]], wherein said on-board advertising system is provided with a plurality of advertising display units, and the plurality of advertising display units display the advertising information with a time difference.

13. (Currently Amended) [[An]] The on-board advertising system as claimed in claim 7 [[5]], wherein said advertising information to be displayed in the host vehicle is changed according to traveling time zones of the host vehicle.

14. (Canceled)